ORDER

Orders Order / Rev: 167343 Alt Order #: 06344867 Product Desc: **OBAMA 4 PRES: SKED A** WDJT-TV-LP Estimate: 1867 Flight Dates: 09/27/12 - 10/02/12 Primary AE: Matthew Norten Original Date / Rev: 09/26/12 / 09/26/12 Sales Office: HDC Order Type: **GENERAL** NAT Sales Region: **GMMB Greer Margolis Mitchell** Agency Name: **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: **Broadcast** 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poll/Obama for President A35+ New Business Thru: Demographic: **Product Codes:** PL Candidate Order Separation: 00:15:00 P-2

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DIII FIAII				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	45	\$25,015.00	\$21,262.75
10/01/12	10/02/12	26	\$15,025.00	\$12,771.25

Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	45	\$25,015.00	\$21,262.75	0.00
October 2012	26	\$15,025.00	\$12,771.25	0.00
Totals	71	\$40,040.00	\$34,034.00	0.00

Account Executives

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

AGY, POL, CAND

Order Share	Share	Total
WDJT-TV-LP	17%	\$40,040.00
Market	100%	\$235,529.41
	<u>a</u>	÷-4-1

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,355.29
WCGV	0%	\$0.00
WISN	27%	\$63,592.94
WITI	31%	\$73,014.12
WMLW-	2%	\$4,710.59
WPXE	0%	\$0.00
WTMJ	22%	\$51,816.47
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
1 WDJT 09/27/12	09/28/12	Morning News M-F 5 M-F 5a - 6a	a - 62M	5a - 6a	TF 	:30	2	\$50.00P-2	0.00 NM	2	\$100.00
	End <u>Date</u> 09/30/12	Weekdays Sr	ots/Week 2	<u>Rate</u> \$50.00	Rating 0.00						
2 WDJT 10/01/12	10/02/12	Morning News M-F 5	a - 60M	5a - 6a	MT	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
Start Date	End Date	M-F 5a - 6a <u>Weekdays</u> <u>Sp</u>	oots/Week	<u>Rate</u>	Rating						

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Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
2 WDJT	10/01/1	12 10/02/12	Morning News M M-F 5a - 6a	-F 5a - G M	5a - 6a	MT	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
Star Week: 10/0	t <u>Date</u> 01/12	End Date 10/07/12	Weekdays MT~	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
3 WDJT	09/27/1	12 09/28/12	Morning News M- M-F 6a - 7a	-F 6a - 121M	6a-7a	TF- -	:30	2	\$50.00P-2	0.00 NM	2	\$100.00
<u>Star</u> Week: 09/2	<u>t Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> TF 	Spots/Week 2	<u>Rate</u> \$50.00	Rating 0.00						
4 WDJT	10/01/1	2 10/02/12	Morning News M- M-F 6a - 7a	F 6a - 12M	6a-7a	MT	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
Week: 10/0		End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
5 WDJT	09/27/1	2 09/28/12	CBS Mrning Nws CBS This Mornin		7a-9a	TF	:30	3	\$50.00P-2	0.00 NM	3	\$150.00
Week: 09/2		End Date 09/30/12	Weekdays TF	Spots/Week 3	Rate \$50.00	Rating 0.00						
			CBS Mming Nws CBS This Morning		7a-9a	MT	:30	3	\$50.00P-2	0.00 NM	3	\$150.00
Week: 10/0		End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week 3	Rate \$50.00	Rating 0.00						
E 7 WDJT			CBS Sunday Mor	ning	8a-930a	1	:30	1	\$500.00P-2	0.00 NM	1	\$500.00
Week: 09/2		End Date 09/30/12	Weekdays 1	Spots/Week 1	Rate \$500.00	Rating 0.00						
E 8 WDJT	09/30/12	2 09/30/12	Green and Gold (Same Day Live	1030a-11a ≘	1	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
Start Week: 09/2	<u>Date</u> 4/12	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00			_			
E 9 WDJT (09/27/12	2 09/28/12	Let's Make a Deal Let's Make a Dea		858a-10a	TF	:30	2	\$100.00LUR	0.00 NM	2	\$200.00
Week: 09/24		End Date 09/30/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$100.00	Rating 0.00						
E 10 WDJT	10/01/12	2 10/02/12	Let's Make a Deal Let's Make a Dea		858a-10a	MT	:30	1	\$100.00LUR	0.00 NM	1	\$100.00
Start Week: 10/01		End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
11 WDJT (09/27/12	2 09/28/12	Price Is Right 10a Price is Right 10a		10a - 11a	TF	:30	2	\$300.00P-2	0.00 NM	2	\$600.00
Start Week: 09/24		End Date 09/30/12	Weekdays TF	Spots/Week 2	Rate \$300.00	Rating 0.00						
12 WDJT 1	10/01/12	2 10/02/12	Price Is Right 10a- Price is Right 10a		10a - 11a	MT	:30	1	\$300.00P-2	0.00 NM	1	\$300.00
<u>Start</u> Week: 10/01		End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$300.00	Rating 0.00						
13 WDJT (09/27/12	2 09/28/12	Y&R 11a-12p The Young & the I	CM Restless 11a-	11a - 12p	TF	:30	2	\$350.00P-2	0.00 NM	2	\$700.00
<u>Start</u> Week: 09/24		End Date 09/30/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$350.00	Rating 0.00						
14 WDJT 1	10/01/12	10/01/12	Y&R 11a-12p The Young & the I		11a - 12p	1	:30	1	\$350.00 P-2	0.00 NM	1	\$350.00
<u>Start</u> Week: 10/01		End Date 10/07/12	Weekdays 1	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00						
15 WDJT 0)9/27/12	09/28/12	News at Noon News at Noon	CM	12p-1230p	TF	:30	2	\$125.00P-2	0.00 NM	2	\$250.00
<u>Start</u> Week: 09/24		End Date 09/30/12	Weekdays	Spots/Week 2	<u>Rate</u> \$125.00	Rating 0.00						
16 WDJT 1		10/02/12	News at Noon News at Noon	СМ	12p-1230p	MT	:30	2	\$125.00P-2	0.00 NM	2	\$250.00
Start	<u>Date</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				I		

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WDJT-TV-LP

_	Start	End	Inventory Cod	e Breal	k Start/End	d Time Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
16 WDJT 1	0/01/1:	2 10/02/12	News at Noon News at Noon	CM	12p-1230p	MT	:30	2	\$125.00P-2	0. 00 NM		\$250.00
<u>Start I</u> Week: 10/01/		End Date 10/07/12	<u>Weekdays</u> MT 	Spots/Weel	<u>Rate</u> 2 \$125.00	Rating 0.00					ĺ	
17 WDJT 0	9/27/1:	2 09/28/12	CBS Block 1230 CBS Block 1230		1230p-2p	TF	:30	2	\$125.00P-2	0.00 NM	2	\$250.00
<u>Start E</u> Week: 09/24/		End Date 09/30/12	Weekdays TF	Spots/Weel	<u>Rate</u> 2 \$125.00	Rating 0.00						
18 WDJT 10	0/01/12	2 10/02/12	CBS Block 1230 CBS Block 1230		1230p-2p	MT	:30	1	\$125.00P-2	0.00 NM	1	\$125.00
<u>Start D</u> Week: 10/01/		End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week		Rating 0.00						
E 19 WDJT 09			Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	TF	:30	2	\$50.00LUR	0.00 NM	2	\$100.00
<u>Start D</u> Week: 09/24/	_	End Date 09/30/12	Weekdays	Spots/Week		Rating 0.00				/		
E 20 WDJT 10	/01/12	10/02/12	Doctor 2p-3p Doctors 2p-3p	СМ	2p-3p	MT	:30	1	\$50.00LUR	0.00 NM	1	\$50.00
<u>Start D</u> Week: 10/01/		End Date 10/07/12	Weekdays MT	Spots/Week 1		Rating 0.00						
E 21 WDJT 09	/27/12	09/28/12	3p-4p (eff 9/10/13 Jeff Probst	3) CM	3р-4р	TF	:30	2	\$50.00 LUR	0.00 NM	2	\$100.00
<u>Start D</u> Week: 09/24/1		End Date 09/30/12	Weekdays TF	Spots/Week 2		Rating 0.00						
E 22 WDJT 10	/01/12	10/02/12	3p-4p (eff 9/10/13 Jeff Probst	3) CM	3р-4р	мт	:30	1	\$50.00LUR	0.00 NM	1	\$50.00
Start Da Week: 10/01/1		<u>End Date</u> 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00				ĺ		
23 WDJT 09/	27/12	09/28/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	TF	:30	2	\$250.00P-2	0.00 NM	2	\$500.00
<u>Start Da</u> Week: 09/24/1		End <u>Date</u> 09/30/12	Weekdays TF	Spots/Week 2	<u>Rate</u> \$250.00	Rating 0.00						
24 WDJT 10/	01/12	10/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	СМ	4p-5p	MT	:30	1	\$250.00P-2	0.00 NM	1	\$250.00
Start Da Week: 10/01/1		End Date 10/07/12	Weekdays MT	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
25 WDJT 09/	27/12		CBS58 Nws 5p M CBS58 Nws 5p N		5-530p/530-6	3pTFSS	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
<u>Start Da</u> Week: 09/24/1		End Date 19/30/12	Weekdays TFSS	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
E 26 WDJT 10/	01/12		M-F 5pm News M-F 5pm News	СМ	5p-530p	MT	:30	2	\$150.00P-2	0.00 NM	2	\$300.00
<u>Start Da</u> Week: 10/01/12		nd Date 0/07/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$150.00	Rating 0.00						
27 WDJT 09/2			Jeopardy 6p-630p 6p-630p/Jeopardy		M-F 6p-630p	TF	:30	2	\$700.00P-2	0.00 NM	2	\$1,400.00
<u>Start Da</u> Week: 09/24/12		nd <u>Date</u> 9/30/12	<u>Weekdays</u> TF	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00				1		
		10/02/12	Jeopardy 6p-630p 6p-630p/Jeopardy	СМ	M-F 6p-630p	MT	:30	2	\$700.00P-2	0.00 NM	2	\$1,400.00
<u>Start Da</u> Week: 10/01/12		ind Date 0/07/12	•	Spots/Week 2	<u>Rate</u> \$700.00	Rating 0.00						
29 WDJT 09/2		09/28/12 \	Wheel of Fortune		M-F 630p-7p	TF	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
<u>Start Dat</u> Week: 09/24/12		nd Date 9/30/12		Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
30 WDJT 10/0		10/02/12 V	Wheel of Fortune 6	630p- 7;M	M-F 630p-7p	MT	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
Start Dat	<u>te E</u>	nd Date		Spots/Week	<u>Rate</u>	Rating						

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In Ch	Start	End	Inventory Code	Break	Start/End T	ime Davs	Len Spo	ots	Rate Pri	Rta Tvpe	Spots	Amount
Ln Ch 30 WDJT		2 10/02/12	Wheel of Fortune		M-F 630p-7p	MT	:30	2	\$750.00P-2	0.00 NM	2	\$1,500.00
20 AAD21	10/01/1	2 10/02/12	630p-7p/Wheel						•			
	rt Date	End Date	<u>Weekdays</u> MT 	Spots/Week 2	<u>Rate</u> \$750.00	Rating 0.00						
Week: 10/9 E 31 WDJT		2 09/29/12	Sat 6p-7p Jep/Wh		Sat 6-7p	1-	:30	1	\$85.00LUR	0.00 NM	1	\$85.00
E31 WB31	00/20/1	L 00/20/12	Sat 6p-7p Jep/Wh		•							
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating				į		
Week: 09/2		09/30/12	1-	CM	\$85.00 Mo 7pm - 8pn	0.00 n 1	:30	1	\$4,800.00P-1	0.00 NM	1	\$4,800.00
E 32 WDJT	10/01/1	2 10/01/12	Mo 7p - 8p How I Met/Partne		MO / PITT - OPT	1 1	.50	'	ψ+,000.001 =1	0.00 (41)		+ 1,000.00
<u>Star</u>	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/0		10/07/12	<u> </u>	1	\$4,800.00	0.00	-00		#2 000 00D 0	0.00 NM	1	\$3,000.00
33 WDJT	10/02/1	2 10/02/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p	-1	:30	1	\$3,000.00P-2	U.UU INIVI	'	\$3,000.00
Star	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					•	
Week: 10/0	01/12	10/07/12	-1		\$3,000.00	0.00						4700.00
E 34 WDJT	10/02/1	2 10/02/12		СМ	Tu 9p - 10p	-1	:30	1	\$700.00LUR	0.00 NM	1	\$700.00
Cto	et Dato	End Date	Vegas Weekd <u>ays</u>	Spots/Week	Ra <u>te</u>	Rating						
<u>عنها</u> //Week: 10	rt <u>Date</u> 01/12	10/07/12	-1 -	1	\$700.00	0.00					•	
		2 09/27/12	Th 7p - 8p	СМ	Th 7p - 8p	1	:30	1	\$3,000.00P-2	0.00 NM	1	\$3,000.00
			Big Bang/Two and		Data	Detine						
<u>Star</u> . Week: 09/2	t Date	End Date 09/30/12	<u>Weekdays</u> 1	Spots/Week	Rate \$3,000.00	Rating 0.00						
E 36 WDJT				СМ	9p - 10p	1	:30	1	\$4,000.00P-1	0.00 NM	1	\$4,000.00
			Blue Bloods									
	t Date	End Date	Weekdays 1	Spots/Week	<u>Rate</u> \$4,000.00	Rating 0.00						
Week: 09/2 E 37 WDJT		09/30/12	Su 6p - 7p	СМ	6p - 7p	1	:30	1	\$6,000.00P-1	0.00 NM	1	\$6,000.00
E3/ WD31	08/30/	2 03/00/12	60 Minutes									
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/2		09/30/12	1		\$6,000.00 10p - 1035p	0.00 TFSS	:30	3	\$750.00P-2	0.00 NM	3	\$2,250.00
38 WDJT	09/27/1	2 09/30/12	M - SU Late News M-Su 10p-1035p	S CIVI	10p - 1000p	1.33	.00	Ī	*. • • • • • • • • • • • • • • • • • • •			
Sta	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/2		09/30/12	TFSS	3	\$750.00	0.00	-20	2	\$750.00P-2	0.00 NM	2	\$1,500.00
E 39 WDJT	10/01/1	2 10/02/12	M-F Late News M-F Late News	CM	10p-1035p	MT	:30	2	\$750.001-2	U.UU ININI	. 2	ψ1,500.00
Star	rt Da <u>te</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	MT	2	\$750.00	0.00				2 22 4 114	•	#000 00
E 40 WDJT	09/27/1	2 09/28/12	Letterman 1035p-		1035p-1135p	TF	:30	2	\$100.00LUR	0.00 NM	2	\$200.00
D4	4 D-4-	End Data	Letterman 1035p- Weekdays	-1135p Spot <u>s/Week</u>	<u>Rate</u>	Rating						
<u>Star</u> Week: 09/2	<u>rt Date</u> 24/12	End Date 09/30/12	TF	2		0.00						
			Letterman 1035p-		1035p-1135p	MT	:30	1	\$100.00LUR	0.00 NM	1	\$100.00
			Letterman 1035p-		Dete	Detina						
<u>Star</u> Week: 10/0	rt Date	End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 42 WDJT				СМ	1035p-1135p	1-	:30	1	\$70.00LUR	0.00 NM	1	\$70.00
2-12 (100)	••		The Closer									
	rt Date	End Date	<u>Weekdays</u> 1-	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
Week: 09/		09/30/12	Sat 1135p-1235a		1135p-1235x		:30	1	\$60.00LUR	0.00 NM	1	\$60.00
⊏43 VVDJ I	U31231	L USILSI 12	The Closer	-111	., ====							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/		09/30/12	1-	1	\$60.00 1105p-1205a	0.00	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
44 WDJT	09/30/1	2 09/30/12	1105p-1205a Castle	CM	1105p-1203a	1	.00	•	+20.00			
Sta	rt Da <u>te</u>	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				l		

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44 WDJT 09/30/	2 09/30/12	1105p-1205a Castle	CM	1105p-1205	a1	:30	1	\$50.00P-2	0.00 NM	1	\$50.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays 5	Spots/Week 1	<u>Rate</u> \$50.00	Rating 0.00						
E 45 WDJT 09/30/	12 09/30/12	NFL Early Game Ro	egula&PRT	NFL Early G	Game1	:30	1	\$2,000.00 P-2	0.00 NM	1	\$2,000.00
<u>Start Date</u> Week; 09/24/12	End Date 09/30/12	Weekdays S	Spots/Week 1	<u>Rate</u> \$2,000.00	Rating 0.00			_			
E 46 WDJT 09/29/	2 09/29/12	SEC Afternoon Gar SEC Afternoon Gar		Fri 130p-5pa (2:00 PM-5:0	/Sat 11⊱1- 00 PM)	:30	1	\$250.00P-2	0.00 NM	1	\$250.00
<u>Start Date</u> Week: 09/24/12	End Date 09/30/12	Weekdays S	pots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
	<u> </u>							-	Totals	71	\$40,040.00